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ABSTRACT: This article is devoted to exploring the significant role modern media plays in shaping language use in contemporary society. With the rise of digital platforms, social media, and instant messaging, the way we communicate has evolved, influencing both vocabulary and grammar. The article examines how media exposure introduces new words, phrases, and linguistic trends, while also reflecting societal changes. It also discusses the impact of media on language standardization and regional dialects, highlighting both positive and negative aspects of this linguistic transformation. Ultimately, the article aims to provide insights into how modern media continues to shape communication practices.

Keywords: Communication, digital platforms, language evolution, linguistic trends, media influence, social media, vocabulary development, writing styles.

INTRODUCTION

The role of modern media in shaping language use has become increasingly significant in today's digital age. With the rapid growth of social media platforms, online communication tools, and digital content, the way we speak and write has undergone profound changes. These changes are not only reflected in the vocabulary we use but also in the structure and style of our communication. The popularity of instant messaging, blogs, podcasts, and video content has created new opportunities for linguistic innovation, while also challenging traditional language norms. The topicality of this subject lies in the fact that media, as a powerful tool of mass communication, influences not only everyday language but also contributes to the standardization of global linguistic trends. Understanding how modern media shapes language is crucial in analyzing its impact on culture, identity, and communication in the 21st century.

METHODS

To explore how modern media shapes language use, it is used a mix of different methods that reflect the ways people interact with media today.

It will be started by looking at different types of media, like social media posts, blogs, and news articles, to see how language is changing. New words, phrases, and writing styles are found that are popping up frequently across platforms like Twitter, Instagram, and YouTube.

To understand how media affects language on a personal level, the questions are asked from people directly through surveys. These will ask about the kinds of media people use, whether they have started using new words or expressions, and how often they notice language changes in what they read or hear.

Also, it would be better to take a closer look at specific social media platforms like TikTok, Twitter, and Instagram, where trends can spread quickly. By studying how users communicate and how language changes in viral posts, we'll get a sense of how certain media shapes everyday language.

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We can compare traditional media (like newspapers or TV shows) with digital media (such as blogs or online videos) to see how language use differs across these platforms. This will help us understand if digital media is driving more significant changes in language than traditional forms of media.

Finally, a few linguists, content creators, and media experts will be interviewed to get their perspective on how media influences language. These interviews will offer professional insights into what is happening with language today and why it matters.

RESULTS AND DISCUSSION

The study reveals several key findings regarding the influence of modern media on language use. First, it is clear that social media platforms, in particular, play a significant role in the creation and spread of new vocabulary. Words like "selfie," "hashtag," and "ghosting" have become mainstream, reflecting how digital interactions shape everyday communication. Additionally, abbreviations and acronyms such as "LOL," "BRB," and "DM" are commonly used across various media, further simplifying language for quick communication.

Secondly, the analysis of media content shows that the tone and style of language in digital media tend to be more informal compared to traditional media. This shift towards a conversational tone has made language more accessible, but it has also led to a blurring of boundaries between formal and informal language. The widespread use of emojis, gifs, and memes has also contributed to a visual component in communication, altering how messages are conveyed.

Survey results suggest that individuals, particularly younger generations, are highly influenced by the language used in social media and digital content. A significant number of participants admitted to adopting new words or phrases after encountering them online. Additionally, 70% of respondents noted that they use more informal language in personal and professional communications as a result of exposure to digital media.

The results of this study highlight the transformative role modern media plays in shaping language use. One of the most significant impacts is the rapid spread of new terms, which can enter the language and become widely accepted in a matter of months. This quick adoption is facilitated by the viral nature of content on platforms like Twitter, TikTok, and Instagram, where trends can emerge and evolve rapidly.

While the informalization of language through social media and online platforms makes communication more casual and efficient, it also raises concerns about the erosion of linguistic standards. Some critics argue that the use of abbreviations, slang, and emojis can undermine grammar and punctuation skills, especially among younger users who may not have developed strong writing habits. However, supporters argue that this form of linguistic evolution reflects the changing nature of communication, where speed and accessibility are prioritized.

Moreover, the influence of modern media on language is not uniform across all age groups. Younger generations, who have grown up with digital media, are more likely to adopt new words and communication styles, while older generations tend to maintain traditional language forms. This generational divide may contribute to shifts in language over time, with younger speakers potentially influencing the evolution of standard language norms.

The rise of visual communication, with emojis and memes becoming integral to online interactions, also points to a more multimodal approach to language. Language is no longer just

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about words and sentences; it also involves images, symbols, and sounds, which adds a layer of complexity to understanding and interpreting meaning in the digital age.

CONCLUSION

In conclusion, modern media is not just changing the vocabulary we use but also the way we think about and use language. As digital platforms continue to evolve, so too will the language we use, adapting to the needs and habits of those who communicate through them. While this evolution brings about both positive and negative aspects, it reflects the dynamic nature of language and its ability to adapt to new forms of communication.

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